



## Axel Springer extends partnerships with Readly adding daily newspapers to platform

**One of Germany's biggest publishers, Axel Springer, is extending its partnership with Readly, the European category leader for digital magazines, by adding its three leading daily newspapers to the platform. Readly subscribers across markets can now access digital editions of B.Z., DIE WELT and BILD - Europe's largest daily.**

Axel Springer will benefit from the increased reach and digital presence of its daily newspapers on the Readly platform. In addition, Readly's analytics insights, with 32 billion data points, allow Axel Springer to gain a better understanding of their readers habits and behaviour.

Readly is delighted to be able to offer its readers access to Germany's leading daily newspapers. This marks an extension of the existing partnership as the weekly editions of the dailies have been available on Readly since March 2019. Axel Springer's popular titles will appeal to Readly's subscribers in Austria and Switzerland in addition to Germany.

Adding dailies to the platform is a part of Readly's content strategy to increase user engagement. Readly has added several leading daily newspapers during 2020, including titles such as Aftonbladet, The Evening Standard, The Observer and The Guardian. A total of 22 daily newspaper titles are now available to Readly's global audiences as part of the Readly subscription.

*– We are proud to expand our current partnership with Axel Springer. The leading daily newspapers Bild, B.Z. and DIE WELT are highly popular and sought after quality content among our subscribers. We are also thrilled that Axel Springer sees great value in the additional reach provided by Readly's growing platform and the insights*

generated by our user data, says **Jan-Sebastian Blender, Content Lead DACH, IT & NL at Readly.**

### **About Readly**

Readly is the European category leader for digital magazines. The company offers a digital subscription service, that lets customers have unlimited access to nearly 5,000 national and international magazines - all in one app and at a fixed monthly fee. Readly has subscribers in more than 50 countries and content available in 17 different languages. In collaboration with around 800 publishers worldwide, Readly is digitizing the magazine industry. In 2019, revenues amounted to SEK 265 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm Midcap.

### **For media enquiries**

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